

1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1610 - Buffalo ROU; 2910 - Washington, DC ROU; 1700 - Pittsburgh Region
Subject: New Jersey Chain Division- April Promotion Schedule
Date: Mon, Mar 20, 1995 10:49AM

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DM	YAD	REC
1224	02	
1225	05	
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1228	1,3,4,6,7,8,9	10,11,12,13,14,15
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ROM	PA	DC
RM	PO	MC
1240	1241	SAM

New Jersey Chain Division
April 1995 Promotion Schedule

Chain	Dating	Promotion	Field Sales Accountability
Jamesway Corporation (0937-00-00)	April 3-May 1 Effective April 3 (ongoing)	WINSTON Co-Marketing \$4.00 off per carton (all styles Doral \$1 per carton Buydown**	Place POS/Monitor stock levels Maintain POS to communicate price break
Quick Chek Food Stores (0919-00-00)	April	WINSTON Select 2 Pack Lighter (Shipped from Condolidated Simon Dist)	Ensure that promotion is displayed Maintain COURIER Stock levels and Floor Displays/POS
Pathmark Supermarkets (0522-00-00)	April 2-29	Doral \$.50 off 2 Pack Program (Designated Stores- see letter)	Place floor displays per letter Recontact stores to replenish promos
Wakefern Food Corporation (all Shop Rite Stores)	March 26-April 22 April 23- May 13	Doral \$ 2 Price Plus Worth \$ 2 Price Plus	Place Shop Rite POS/Maintain Stock Levels Use Shop Rite signs where possible

**** The ongoing MONARCH \$ 1 per carton buy down in all Jamesway Stores will end on March 31. Effective April 1, a DORAL \$1 per carton ongoing buy down will begin.**

Note: Any questions regarding the above promotions should be directed to New Jersey Chain Accounts Manager, Nick Kuruc, Voice Mail # 43778